04-16-01

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UTILITY PATENT APPLICATION TRANSMITTAL

		(Only for new nonprovisional applications under 37 CFR 1.53(b))	\$ 6
Atto	rney Docket	et No080398.P159C	, c
First	Named Inv	ventor Kitsukawa et al.	
Title	: A Method	od and Apparatus for Providing On-Demand Electronic Advertising	
Ехрі	ress Mail La	abel NoEL6845313442US	
ADD	RESS TO:	Box Patent Application	
		Washington, D. C. 20231	
		N ELEMENTS papter 600 concerning utility patent application contents.	
See	MPEP Cha	lapter 600 concerning dunity patent application contents.	:
1.	<u>_x</u>	Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original, and a duplicate for fee processing) EXPRESS MAIL CERTIFICATE OF THE PROPERTY OF T	of Malling
2.		Applicant Claims Small Entity Status. (37 CFR 1.27)	5313442
3.	<u>x</u>	Specification (Total Pages 36) (preferred arrangement set forth below) - Descriptive Title of the Invention - Cross Reference to Related Applications - Statement Regarding Fed sponsored R & D	parts of tee to the tortion of the date in the date indicate on additional to the terms of terms of the terms of the terms of term
		- Reference sequence listing, a table, or a computer program listing appendix - Background of the Invention - Brief Summary of the Invention - Brief Description of the Drawings (if filed) - Detailed Description	r, 2001
		- Claim(s) - Abstract of the Disclosure Signature	41210
4.	X	Drawings(s) (35 USC 113) (Total Sheets11)	
5.	X	Oath or Declaration (Total Pages <u>4</u>)	
		a Newly Executed (Original or Copy)	
		b. X Copy from a Prior Application (37 CFR 1.63(d)) (for Continuation/Divisional with Box 17 completed)	; ;
		i <u>DELETIONS OF INVENTOR(S)</u> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).	
		c Unsigned.	
6.		Application Data Sheet. (37 CFR 1.76)	
7.		CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)	
8.	(if applicable	Nucleotide and/or Amino Acid Sequence Submission ole, all necessary) Computer Readable Form (CRF)	
	b C	Specification Sequence Listing on: iCD-ROM or CD-R (2 copies); or ii paper Statement verifying identity of above copies	

ACCOMPANYING APPLICATION PARTS
9 Assignment Papers (cover sheet & documents(s)) 10 a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)
X b. Power of Attorney
11 English Translation Document (if applicable)
12. X a. Information Disclosure Statement (IDS)/PTO-1449
b. Copies of IDS Citations
13 Preliminary Amendment
14. X Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15 Certified Copy of Priority Document(s) (if foreign priority is claimed)
16 Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. X Other: Express Mail Certificate
18A. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:
X Continuation Divisional Continuation-in-part (CIP) Of Prior Application No.: 09/218,857 Examiner Grant, C. Group Art Unit 2611
(which is a continuation/ divisional/ CIP of prior application no, which is a continuation/ divisional/ CIP of prior application no) (List entire chain of priority)
For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts. 18B. Statement under 37 CFR 3.73(b) for continuing application:
The undersigned states that <u>Sony Corporation</u> (name of assignee) is the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an assignment recorded in the Patent and Trademark Office at Reel. No. <u>9879</u> Frame No. <u>0874</u> (or a copy of which is attached).
19. Correspondence Address
Customer Number or Bar Code Label or (Insert Customer No. or Attach Bar Code Label here)
or (Insert Customer No. or Attach Bar Code Label nere) X Correspondence Address Below
NAME Gordon R. Lindeen III
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
ADDRESS 12400 Wilshire Boulevard
Seventh Floor
CITY Los Angeles STATE California ZIP CODE 90025-1026
Country U.S.A. TELEPHONE (303)740-1980 FAX (303)740-6962
Name (PRINT/TYPE): Gordon R. Lindeen III Registration No.: 33,192 Signature: 4/(2)/

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Signature: ////////////////////////////////////	• -		11 1/1	A. a		
Reg. Number: <u>33,192</u> Telephone Number: <u>303-740-1980</u>				•		

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